

REP HEADLINE# 6227886  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
JUL10/12 14.2  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/AMER. CROSSROADS REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306  
TOWSON, MD 21286  
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6227886 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1770 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE JUL10/12 14.26

REP: NEW ORDER  
TOTAL \$127,225 @103X  
PLEASE CONFIRM  
THANKS BEN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021  
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009  
IDB #1021, TV INVOICES #9912736, AMERICAN CROSSROADS

44700

8/14/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 1770

1			600A-700A	30		\$700.00	10/2	10/5	8		TU-F	8
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												

2			700A-900A	30		\$900.00	10/2	10/5	8		TU-F	8
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												

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JUL10/12 14.2  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			900A-1000A PROGRAM : TODAY SHOW2-NBC CON COM1: TODAY SHOW2-NBC	30		\$500.00	10/2	10/5	8		TU-F	8
4			1100A-1200N PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS	30		\$150.00	10/2	10/5	4		TU-F	4
5			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$575.00	10/2	10/5	4		TU-F	4
6			500P-530P PROGRAM : NEWS AT 5P CON COM1: NEWS AT 5P	30		\$1,150.00	10/2	10/5	4		TU-F	4
7			530P-600P PROGRAM : NEWS AT 530P CON COM1: NEWS AT 530P	30		\$1,150.00	10/2	10/5	4		TU-F	4
8			600P-630P PROGRAM : NEWS AT 6 CON COM1: NEWS AT 6	30		\$1,350.00	10/2	10/5	8		TU-F	8
9			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$3,500.00	10/3	10/5	2		W,F	2
10			700P-730P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,250.00	10/2	10/5	8		TU-F	8
11			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,250.00	10/2	10/5	8		TU-F	8

JUL10/12 14.2  
\*\*\* MET A - TY \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			1100P-1135P PROGRAM : NEWS AT 11 CON COM1: NEWS AT 11	30		\$1,500.00	10/2	10/7	6		TU-SU	6
13			1000P-1100P PROGRAM : ROCK CENTER CON COM1: ROCK CENTER	30		\$3,500.00	10/4	10/4	1		THU	1
14			1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		\$5,300.00	10/5	10/5	1		FRI	1
15			700A-900A PROGRAM : SATURDAY TODAY CON COM1: SATURDAY TODAY	30		\$475.00	10/6	10/6	2		SAT	2
16			900A-1000A PROGRAM : NEWS SAT-AM CON COM1: NEWS SAT-AM	30		\$375.00	10/6	10/6	1		SAT	1
17			700P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$850.00	10/6	10/6	2		SAT	2
18			900P-1000P PROGRAM : NBC DREAMS CON COM1: NBC DREAMS	30		\$1,400.00	10/6	10/6	1		SAT	1
19			1000P-1100P PROGRAM : LAW ORDER SVU CON COM1: LAW ORDER SVU	30		\$1,600.00	10/6	10/6	1		SAT	1
20			800A-900A PROGRAM : SUN TODAY NBC CON COM1: SUN TODAY NBC	30		\$550.00	10/7	10/7	1		SUN	1

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JUL10/12 14.2  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			900A-1000A PROGRAM : NEWS CH 8 SUN AM CON COM1: NEWS CH 8 SUN AM	30		\$375.00	10/7	10/7	1		SUN	1
22			600P-630P PROGRAM : NEWS CH 8 SUN 6P CON COM1: NEWS CH 8 SUN 6P	30		\$850.00	10/7	10/7	1		SUN	1
23			<del>800P-1100P</del> <i>815-1100P</i> PROGRAM : SUN NIGHT FOOTBALL CON COM1: SUNDAY NIGHT FOOTBALL	30		15000.00	10/7	10/7	1		SUN	1
24			600A-700A PROGRAM : NBC8 TODAY 6AM CON COM1: NBC8 TODAY 6AM	30		\$700.00	10/8	10/8	2		MON	2
25			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	10/8	10/8	2		MON	2
26			900A-1000A PROGRAM : TODAY SHW2 CON COM1: TODAY SHW2	30		\$500.00	10/8	10/8	2		MON	2
27			1100A-1200N PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS	30		\$150.00	10/8	10/8	1		MON	1
28			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$575.00	10/8	10/8	1		MON	1
29			500P-530P PROGRAM : NEWS CH8 AT 5P CON COM1: NEWS AT 5P	30		\$1,150.00	10/8	10/8	1		MON	1

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
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 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30			530P-600P PROGRAM : NEWS AT 530P CON COM1: NEWS AT 530P	30		\$1,150.00	10/8	10/8	1		MON	1
31			600P-630P PROGRAM : NEWS AT 6 CON COM1: NEWS AT 6	30		\$1,350.00	10/8	10/8	2		MON	2
32			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHT NEWS	30		\$3,500.00	10/8	10/8	1		MON	1
33			700P-730P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,250.00	10/8	10/8	2		MON	2
34			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,250.00	10/8	10/8	2		MON	2
35			1100P-1135P PROGRAM : NEWS CH8 AT 11 CON COM1: NEWS CH8 AT 11	30		\$1,500.00	10/8	10/8	1		MON	1
OCT/12			127225.00									
CONTRACT TOTAL 127225.00												
TOTAL SPOTS 103												

MARKET TOTALS \$462,900 WFLA 27% WFTS 23% WTSP 18% WTVT 28% WTOG 1% WTTA 2% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 1% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- OCT/12

DEMOS- RA35+\*

**Mentzer Media Services**  
600 Fairmount Avenue  
Ste 600  
Towson MD 21286

**American Crossroads/ Issue**  
Submission Number 669 Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 122525	<b>Campaign Ref:</b> E:120712047
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> ./.11770	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06227886
<b>Est./PO Number:</b> 06227886	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

<b>Product:</b> American Crossroads	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 6a News .TWTF..	700	30 Comme	Nbr of Spots 8		8	5600
2	M-F 7a Today Show .TWTF..	900	30 Comme	Nbr of Spots 8		8	7200
3	M-F 9a Today Show II .TWTF..	500	30 Comme	Nbr of Spots 8		8	4000
4	M-F 11a News .TWTF..	150	30 Comme	Nbr of Spots 4		4	600
5	M-F 4p Dr Oz .TWTF..	575	30 Comme	Nbr of Spots 4		4	2300
6	M-F 5p News .TWTF..	1150	30 Comme	Nbr of Spots 4		4	4600
7	M-F 530p News .TWTF..	1150	30 Comme	Nbr of Spots 4		4	4600
8	M-F 6p News .TWTF..	1350	30 Comme	Nbr of Spots 8		8	10800
<b>Weekly Totals: Total Spots(Ord Spots)</b>				81	18	99	

**Mentzer Media Services**  
 600 Fairmount Avenue  
 Ste 600  
 Towson MD 21286

**American Crossroads/ Issue**  
 Submission Number 669 Issue 1



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 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 122525	<b>Campaign Ref:</b> E:120712047
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> . / 1770	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06227886
<b>Est./PO Number:</b> 06227886	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	Total	Cost
9	M-F 630p ET / 530p CT NBC Nightly News ..W.F..	3500	30 Comme	Nbr of Spots	2	2	7000
10	M-F 7p Entertainment Tonight .TWTF..	1250	30 Comme	Nbr of Spots	8	8	10000
11	M-F 730p Extra .TWTF..	1250	30 Comme	Nbr of Spots	8	8	10000
12	M-Su 11p News ..TWTFSS	1500	30 Comme	Nbr of Spots	6	6	9000
13	Thu 10p ET / 9p CT Rock Center ...T...	3500	30 Comme	Nbr of Spots	1	1	3500
14	Fri 10p ET / 9p CT Dateline NBC Friday ...F...	5300	30 Comme	Nbr of Spots	1	1	5300
15	Sat 7a Today Show .....S.	475	30 Comme	Nbr of Spots	2	2	950
16	Sat 9a News .....S.	375	30 Comme	Nbr of Spots	1	1	375
17	Sun 8a Today Show .....S	550	30 Comme	Nbr of Spots	1	1	550
18	Sun 9a News .....S	375	30 Comme	Nbr of Spots	1	1	375
19	Sun 6p News	850	30	Nbr of Spots	1	1	850
<b>Weekly Totals: Total Spots(Ord Spots)</b>				81	18	99	

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<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> . / . / 1770	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06227886
<b>Est./PO Number:</b> 06227886	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	Total	Cost
20	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	15000	30 Comme	1		1	15000
21	M-F 6a News M.....	700	30 Comme		2	2	1400
22	M-F 7a Today Show M.....	900	30 Comme		2	2	1800
23	M-F 9a Today Show II M.....	500	30 Comme		2	2	1000
24	M-F 11a News M.....	150	30 Comme		1	1	150
25	M-F 4p Dr Oz M.....	575	30 Comme		1	1	575
26	M-F 5p News M.....	1150	30 Comme		1	1	1150
27	M-F 530p News M.....	1150	30 Comme		1	1	1150
28	M-F 6p News M.....	1350	30 Comme		2	2	2700
29	M-F 630p ET / 530p CT NBC Nightly News M.....	3500	30 Comme		1	1	3500
<b>Weekly Totals:</b> Total Spots(Ord Spots)				81	18	99	



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 Submission Number 669 Issue 1



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**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 122525	<b>Campaign Ref:</b> E:120712047
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> . / . / 1770	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06227886
<b>Est./PO Number:</b> 06227886	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	10/01	10/08	Total	Cost
30	M-F 7p Entertainment Tonight M.....	1250	30 Comme	Nbr of Spots	2	2	2500
31	M-F 730p Extra M.....	1250	30 Comme	Nbr of Spots	2	2	2500
32	M-Su 11p News M.....	1500	30 Comme	Nbr of Spots	1	1	1500
<b>Weekly Totals: Total Spots(Ord Spots)</b>				81	18	99	

Grand Totals			
Totals		10/01	10/08
Spots	99	81	18
Cost	122525	102600	19925

<b>Grand Totals:</b>	<b>Spots:</b> 99
	<b>Gross Total:</b> 122,525.00
	<b>Commission:</b> 18,378.75
	<b>Net Total:</b> 104,146.25

REP HEADLINE# 6227886 TRF# E:120712  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT3/12 17.10  
\*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/AMER. CROSSROADS REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- MEGHAN MCGARR (H)  
TOMSON, MD 21286

ORDER # CONTRACT # 6227886 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1770 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT3/12 17.10

REP: REVISION 10/3  
SPOTS CANCELED LN'S 3,12,17-19  
T/P CHANGE LN'S 4,23,27  
DATE CHANGE LN 12  
LN'S 36-38 ADDED  
TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021  
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009  
IDB #1021, TV INVOICES #9912736, AMERICAN CROSSROADS

LINE# : REP CD : TIME PERIOD : LGTH : SEC : RATE : START DATE : END DATE : SPTS /WK : WEEK INVT : DAYS : TOTL SPTS :

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 1770

3	S	900A-1000A	30		\$500.00	10/2	10/5	6			TU-F	6
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PROGRAM : TODAY SHOW2-NBC  
CON COM1: TODAY SHOW2-NBC

*Handwritten signature/initials*

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# 703-516-9680
FROM REP OCT3/12 17.10
**CHANGES** *** WFLA-TV ***

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4	T		1000A-1030A	30		\$150.00	10/2	10/5	4		TU-F	4
PROGRAM : MIDDAY NEWS												
CON COM1 : MIDDAY NEWS												
10	NZ		700P-730P	30		\$1,250.00	10/2	10/5	8		TU-F	8
PROGRAM : NEWS												
CON COM1 : NEWS												
11	NZ		730P-800P	30		\$1,250.00	10/2	10/5	8		TU-F	8
PROGRAM : ET												
CON COM1 : ET												
12	*		1100P-1135P	30		\$1,500.00	10/2	10/6	5		TU-SA	5
PROGRAM : NEWS AT 11												
CON COM1 : NEWS AT 11												
17	S		700P-800P	30		\$850.00	10/6	10/6	0		SAT	0
PROGRAM : ENT TONIGHT												
CON COM1 : ENT TONIGHT												
18	S		900P-1000P	30		\$1,400.00	10/6	10/6	0		SAT	0
PROGRAM : NBC DREAMS												
CON COM1 : NBC DREAMS												
19	S		1000P-1100P	30		\$1,600.00	10/6	10/6	0		SAT	0
PROGRAM : LAW ORDER SVU												
CON COM1 : LAW ORDER SVU												
23	T		815P-1130P	30		15000.00	10/7	10/7	1		SUN	1
PROGRAM : SUN NIGHT FOOTBALL												
CON COM1 : SUNDAY NIGHT FOOTBALL												
27	T		1000A-1030A	30		\$150.00	10/8	10/8	1		MON	1
PROGRAM : MIDDAY NEWS												
CON COM1 : MIDDAY NEWS												

REP HEADLINE# 6227886 TRF# E:120712  
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REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT3/12 17.10  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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33	NZ		700P-730P	30		\$1,250.00	10/8	10/8	2		MON	2
PROGRAM : NEWS												
CON COM1: NEWS												

34	NZ		730P-800P	30		\$1,250.00	10/8	10/8	2		MON	2
PROGRAM : ET												
CON COM1: ET												

36	A		1130P-1200M	30		\$1,500.00	10/7	10/7	1		SUN	1
PROGRAM : NEWS AT 11												
CON COM1: NEWS AT 11												

37	A		700A-900A	30		\$1,200.00	10/5	10/5	1		FRI	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												

38	A		630P-700P	30		\$4,500.00	10/5	10/5	1		FRI	1
PROGRAM : NIGHTLY NEWS												
CON COM1: NIGHTLY NEWS												

OCT/12 127225.00 CONTRACT TOTAL 127225.00  
 TOTAL SPOTS 99

MARKET TOTALS \$462,900 WFLA 27% WFTS 23% WTSP 18% WTVT 28% WTOG 1% WTTA 2% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 1% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- OCT/12  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

**Mentzer Media Services**  
 600 Fairmount Avenue  
 Ste 600  
 Towson MD 21286

**American Crossroads/ Issue**  
 Submission Number 798 Issue 3



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 127225	<b>Campaign Ref:</b> E:120712047
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> . / 11770	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06227886
<b>Est./PO Number:</b> 06227886	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> American Crossroads	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 6a News .TWTF..	03	700	30 Comme	Nbr of Spots 8		8	5600
2	M-F 7a Today Show .TWTF..	03	900	30 Comme	Nbr of Spots 8		8	7200
3	M-F 9a Today Show II .TWTF..	04	500	30 Comme	Nbr of Spots 6 Closed PR 2		6	3000
4	M-F 11a News .TWTF..	04	575	30 Comme	Nbr of Spots 4 Closed PR 4		4	2300
5	M-F 4p Dr Oz .TWTF..	02	1150	30 Comme	Nbr of Spots 4		4	4600
6	M-F 5p News .TWTF..	02	1150	30 Comme	Nbr of Spots 4		4	4600
7	M-F 530p News .TWTF..	02	1150	30 Comme	Nbr of Spots 4		4	4600
8	M-F 6p News .TWTF..	03	1350	30 Comme	Nbr of Spots 8		8	10800
<b>Weekly Totals:</b>					81	18	99	
<b>Closed PR</b>					23	5	28	

**Mentzer Media Services**  
 600 Fairmount Avenue  
 Ste 600  
 Towson MD 21286

**American Crossroads/ Issue**  
 Submission Number 798 Issue 3



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-6888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 127225	<b>Campaign Ref:</b> E:120712047
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> ././1770	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06227886
<b>Est./PO Number:</b> 06227886	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
9	M-F 630p ET / 530p CT NBC Nightly News ..W.F..	02	3500	30 Comme	Nbr of Spots	2	2	7000
10	M-F 7p Entertainment Tonight .TWTF..	02		30 Comme	Nbr of Spots	8	8	
11	M-F 730p Extra .TWTF..	02		30 Comme	Nbr of Spots	8	8	
12	M-Su 11p News .TWTFS	03	1500	30 Comme	Nbr of Spots	5	5	7500
13	Thu 10p ET / 9p CT Rock Center ...T...	03	3500	30 Comme	Nbr of Spots	1	1	3500
14	Fri 10p ET / 9p CT Dateline NBC Friday ....F..	02	5300	30 Comme	Nbr of Spots	1	1	5300
15	Sat 7a Today Show .....S.	04	475	30 Comme	Nbr of Spots	2	2	950
16	Sat 9a News .....S.	03	375	30 Comme	Nbr of Spots	1	1	375
17	Sun 8a Today Show .....S	03	550	30 Comme	Nbr of Spots	1	1	550
18	Sun 9a News .....S	03	375	30 Comme	Nbr of Spots	1	1	375
<b>Weekly Totals: Total Spots(Ord Spots)</b>					81	18	99	
<b>Closed PR</b>					23	5	28	

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Towson MD 21286

**American Crossroads/ Issue**  
Submission Number 798 Issue 3



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 127225	<b>Campaign Ref:</b> E:120712047
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> .1/1770	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06227886
<b>Est./PO Number:</b> 06227886	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
19	Sun 6p News .....S	02	850	30 Comme	Nbr of Spots 1		1	850
20	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	02	15000	30 Comme	Nbr of Spots 1		1	15000
21	M-F 6a News M.....	03	700	30 Comme	Nbr of Spots 2		2	1400
22	M-F 7a Today Show M.....	03	900	30 Comme	Nbr of Spots 2		2	1800
23	M-F 9a Today Show II M.....	04	500	30 Comme	Nbr of Spots 2		2	1000
24	M-F 11a News M.....	04		30 Comme	Nbr of Spots Closed PR	1	1	
25	M-F 4p Dr Oz M.....	04	575	30 Comme	Nbr of Spots 1		1	575
26	M-F 5p News M.....	02	1150	30 Comme	Nbr of Spots 1		1	1150
27	M-F 530p News M.....	02	1150	30 Comme	Nbr of Spots 1		1	1150
28	M-F 6p News M.....	03	1350	30 Comme	Nbr of Spots 2		2	2700
<b>Weekly Totals:</b>					81	18	99	
<b>Total Spots(Ord Spots)</b>					81	18	99	
<b>Closed PR</b>					23	5	28	

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Submission Number 798 Issue 3



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PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	127225	Campaign Ref:	E:120712047
Buyer:		Client/Product/Estimate:	.1/1770	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06227886
Est./PO Number:	06227886	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
29	M-F 630p ET / 530p CT NBC Nightly News M..... Comme	02	3500	30 Nbr of Spots		1	1	3500
30	M-F 7p Entertainment Tonight M..... Comme	02		30 Nbr of Spots		2	2	
31	M-F 730p Extra M..... Comme	02		30 Nbr of Spots		2	2	
32	M-Su 11p News M..... Comme	03	1500	30 Nbr of Spots		1	1	1500
33	M-F 730p Entertainment Tonight .TWTF.. Comme	02	1250	30 Nbr of Spots	8		8	10000
34	M-F 730p Entertainment Tonight M..... Comme	02	1250	30 Nbr of Spots		2	2	2500
35	M-F 10a News .TWTF.. Comme	04	150	30 Nbr of Spots	4		4	600
36	M-F 10a News M..... Comme	04	150	30 Nbr of Spots		1	1	150
37	M-F 7p News .TWTF.. Comme	02	1250	30 Nbr of Spots	8		8	10000
38	M-F 7p News M..... Comme	02	1250	30 Nbr of Spots		2	2	2500
Weekly Totals: Total Spots(Ord Spots)					81	18	99	
Closed PR					23	5	28	



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**American Crossroads/ Issue**  
Submission Number 798 Issue 3



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PHONE (813) 228-8888

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 127225	<b>Campaign Ref:</b> E:120712047
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> . / 11770	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06227886
<b>Est./PO Number:</b> 06227886	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
39	M-Su Late News Late Run .....S	03	1500	30 Comme	Nbr of Spots 1		1	1500
40	M-F 7a Today Show ....F..	02	1200	30 Comme	Nbr of Spots 1		1	1200
41	M-F 630p ET / 530p CT NBC Nightly News ....F..	02	4500	30 Comme	Nbr of Spots 1		1	4500
<b>Weekly Totals:</b> Total Spots(Ord Spots)					81	18	99	
Closed PR					23	5	28	

**Pre-emption Summary**

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
3	M-F 9a Today Show II	:30 Commercial	10/01/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120712047
4	M-F 11a News	:30 Commercial	10/01/12	Closed Pre Emption	0.00	35 (10/02, 10/03, 10/04, 10/05)	0000168009	E:120712047
10	M-F 7p Entertainment Tonight	:30 Commercial	10/01/12	Closed Pre Emption	0.00	27 (08/29), 33 (10/02, 10/03)	0000167948	E:120712047
11	M-F 730p Extra	:30 Commercial	10/01/12	Closed Pre Emption	0.00	33 (10/03, 10/04), 34 (10/08)	0000167949	E:120712047
12	M-Su 11p News	:30 Commercial	10/01/12	Closed Pre Emption	10,000.00	No Makegood / Credit	0000000000	E:120712047
24	M-F 11a News	:30 Commercial	10/08/12	Closed Pre Emption	1,500.00	No Makegood / Credit	0000000000	E:120712047
30	M-F 7p Entertainment Tonight	:30 Commercial	10/08/12	Closed Pre Emption	0.00	35 (10/02, 10/03, 10/04, 10/05)	0000168009	E:120712047
31	M-F 730p Extra	:30 Commercial	10/08/12	Closed Pre Emption	2,500.00	No Makegood / Credit	0000167949	E:120712047
<b>Grand Totals</b>							0000000000	E:120712047

		Month 10 Weeks: 4	
Totals		10/01	10/08
Spots	99	81	18
Cost	127225	107300	19925

Grand Totals:

Spots:	99
Gross Total:	127,225.00
Commission:	19,083.75
Net Total:	108,141.25